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# Consumer PURCHASES OF FRUITS AND JUICES

In this issue:  
Revised Data on U. S. Consumer  
Purchases and Percent of Families  
Buying Fruits and Juices, June, 1952-  
June, 1953  
CURRENT SERIAL RELEASE  
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U. S. DEPARTMENT OF AGRICULTURE

in August  
1954



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

October 1954

## PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN AUGUST 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Consumer purchases of oranges and orange products in August, on a fresh equivalent basis, totaled about 5,000,000 boxes of fruits. The total was down slightly from August 1953. Smaller purchases of fresh oranges and canned orange juice more than offset a further increase for frozen concentrated orange juice. As a result of the small California-Arizona Valencia orange crop this summer, prices paid were substantially higher than in August last year, averaging 55 cents a dozen. On the other hand, prices paid for a 6-ounce can of frozen concentrated orange juice were about a cent lower than last August.

Consumer purchases of canned single-strength orangeade, though somewhat less than in July, were still hovering around the half million case mark. Prices remained unchanged.

Householders reported buying slightly more fresh grapefruit and substantially more canned grapefruit juice than in August last year. On a fresh equivalent basis, household purchases were up a fifth from August 1953. Prices paid for fresh grapefruit were about 16 cents a dozen higher than in August a year ago. Prices paid for a 46-ounce can of canned grapefruit juice averaged 3 cents lower.

Consumers bought about the same volume of fresh lemons in August as a year ago. Prices paid were up somewhat. Canned lemon juice purchases were smaller and prices were up about 1-1/2 cents per 5-1/2-ounce can. Purchases of frozen concentrate for lemonade and shelf-pack lemonade were slightly smaller than in August 1953. Prices were down about 1-1/2 cents a 6-ounce can for frozen lemonade while prices were slightly higher for shelf-pack lemonade.

The volume of pineapple juice bought by households in August was down from August last year and prices were slightly higher. Tomato juice purchases were also below those of last August. Prices were lower by about a cent per 46-ounce can.

## FROZEN JUICES AND ADES

Consumer purchases of frozen concentrated orange juice in August were more than a fifth above purchases a year ago. Three out of 10 families purchased frozen orange juice in August, a moderate increase from last year. The gain in total purchases compared with a year ago was the result of both more families buying and larger purchases per buying family (table 2). Prices consumers paid for frozen orange juice were almost unchanged from July and about a cent per 6-ounce can lower than in August last year.

Frozen concentrated grape juice purchases by householders in August were down almost 6 percent from a year ago, and prices remained unchanged. The decrease in volume was the result of fewer families buying during the month (table 2).

Purchases of frozen concentrated lemonade by household consumers in August fell about a third below purchases in July, which historically is the heaviest consuming month, but were only slightly smaller than in August 1953. Fewer families bought frozen lemonade during August, although prices paid averaged a cent and a half per 6-ounce can lower than in August last year (table 2).

Household purchases of shelf-pack concentrate for lemonade in August declined slightly from a year ago. Prices consumers paid were about the same as in July but were somewhat higher than in August 1953. (table 2).

Canned single-strength orangeade purchases by householders in August were still around a half million cases, though somewhat less than in July. Prices paid were unchanged (table 1).

Householders also reported buying about 200,000 gallons of shelf-pack concentrate for orangeade and about 70,000 gallons of frozen concentrate for orangeade. Prices paid for each of these products averaged 14.9 cents per 6-ounce can, up somewhat from a year ago (table 2).

## CANNED JUICES

Purchases of canned single-strength juices by householders in August were about 300,000 cases below those of August 1953. The drop was accounted for by smaller purchases of each canned single-strength juice except grapefruit and prune. Higher prices were paid for all juices except grapefruit, tomato, and orange-grapefruit blended juice.

August household purchases of canned single-strength orange juice were smaller than in any month since this series began in October 1949. Prices paid for a 46-ounce can of orange juice were still about a cent above last August (fig. 6).



Consumer buying of canned single-strength grapefruit juice in August edged above July and rose to a level of about two-fifths more than in the same month last year. Prices paid were almost unchanged from the previous month but were about 3 cents per 46-ounce can lower than in August a year ago (fig. 6). The percentage of families buying grapefruit juice was up somewhat from August 1953, and the average volume purchased per buying family also increased (table 1).

Household purchases of canned orange-grapefruit blended juice in August fell off about a sixth compared with a year earlier. Fewer families buying, along with smaller purchases per buying family, accounted for this drop. Prices paid were slightly lower (table 1).

Consumers bought about an eighth less canned and bottled lemon juice in August than in this month last year. Not only did fewer families purchase lemon juice, but their purchases averaged about  $3\frac{1}{3}$  cans per buying family, almost a half can less than in last August. They paid an average of 14 cents a  $5\frac{1}{2}$ -ounce can for lemon juice, up  $1\frac{1}{2}$  cents from August 1953 (table 1).

Volume of householders' purchases of pineapple juice in August decreased about 15 percent compared with August last year. Prices paid by consumers were slightly higher. Only 12 families out of 100 purchased this product in August compared with 15 families last August (table 1).

Householders bought slightly less tomato juice in August than a year ago. Prices paid averaged about 25 cents a 46-ounce can, down about a cent from August last year. Fewer families bought tomato juice but purchases per buying family averaged somewhat higher (table 1).

Purchases of prune juice by householders in August were about 10 percent above August last year. Prices paid were slightly higher. Purchases per buying family averaged about 2 of the 32 ounce bottles at an average price of 34 cents a bottle (table 1).

#### FRESH FRUIT

Consumer purchases of fresh oranges in August were down substantially from a year ago, while purchases of grapefruit were slightly larger. Lemon purchases remained almost unchanged. Retail prices of oranges and grapefruit increased steadily in recent months, while those of lemons declined slightly.

Purchases of California-Arizona oranges by householders in August were down sharply from August a year ago. This decline was the result of the smaller crop of California Valencias this season (table 3).

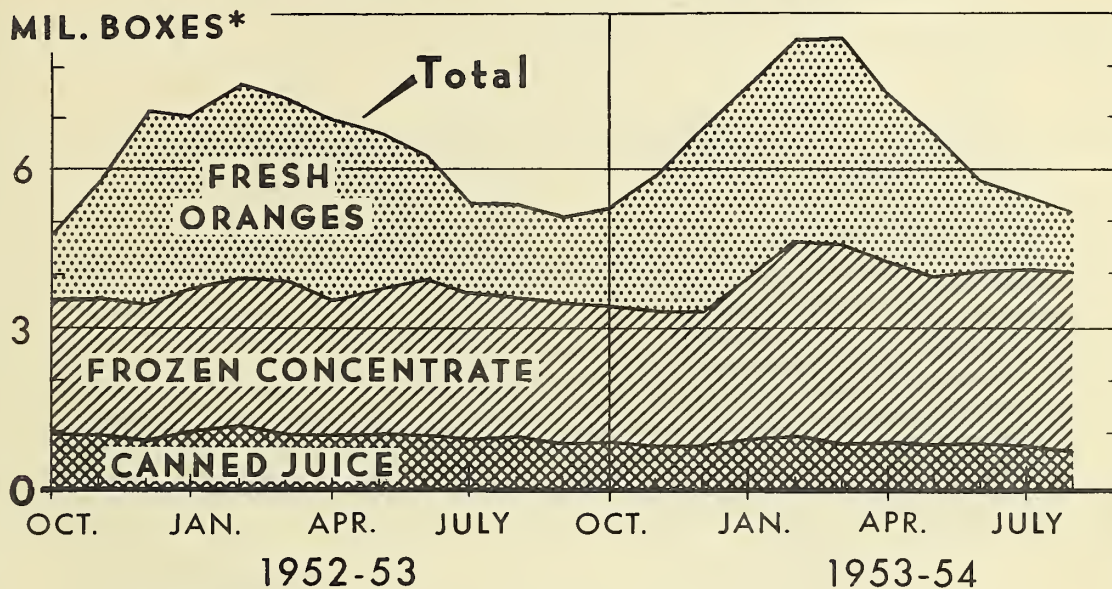
Because of the small crop, prices paid for California-Arizona oranges averaged about 55 cents a dozen, more than a third higher than a year earlier. Prices paid for the small volume of Florida oranges available during August also were considerably higher than a year ago. The higher prices resulted in considerably fewer families buying oranges and smaller purchases by buying families. Average purchases of families buying during the month amounted to only 1-3/4 dozens compared with 2-1/2 dozens in August 1953.

Consumer purchases of fresh grapefruit continued to decline seasonally during August but purchases were slightly above those of August last year. Prices paid rose sharply from July and were about 16 cents a dozen more than consumers paid in August 1953 (table 3).

Consumers bought about the same volume of fresh lemons in August as a year earlier. Prices paid were about a cent per dozen higher than in August 1953 (fig. 9).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (9) AGRICULTURAL MARKETING SERVICE

Figure 1

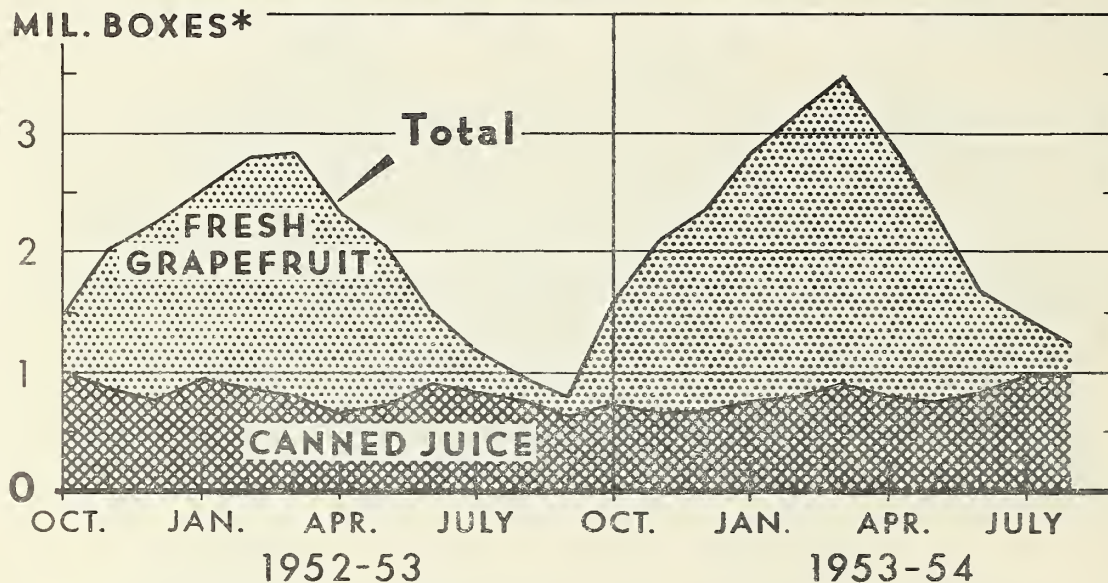
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice <sup>1/</sup>		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,825	1,287	2,633	2,576	809	945	5,267	4,808
November	2,626	2,287	2,559	2,614	773	951	5,958	5,852
December	3,459	3,701	2,591	2,553	773	862	6,823	7,116
October -December <sup>2/</sup>	8,552	7,922	8,367	8,331	2,556	2,965	19,475	19,218
January	3,383	3,220	3,326	2,764	891	1,014	7,600	6,998
February	3,702	3,610	3,843	2,824	955	1,158	8,500	7,592
March	3,808	3,468	3,885	2,920	828	961	8,521	7,349
October-March <sup>2/</sup>	20,371	19,059	20,486	17,598	5,491	6,395	46,348	43,052
April	3,096	3,380	3,459	2,598	862	933	7,417	6,911
May	2,585	2,946	3,285	2,796	794	965	6,664	6,707
June	1,632	2,336	3,336	2,992	821	963	5,789	6,291
October-June <sup>2/</sup>	28,215	28,352	31,396	26,626	8,220	9,494	47,431	44,472
July	1,293	1,656	3,399	2,823	795	884	5,487	5,363
August	998	1,673	3,462	2,692	721	937	5,131	5,302
September		1,543		2,690		815		5,048
Season <sup>2/</sup>		33,655		35,515		12,373		81,543

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54 (9) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1952 to date

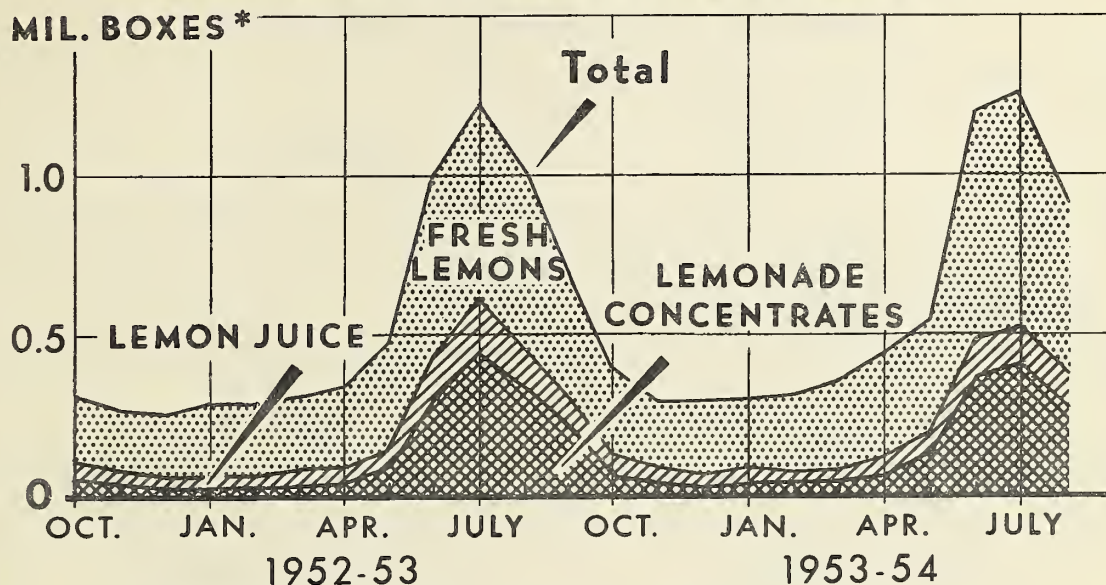
Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	836	496	724	1,003	1,560	1,499
November	1,411	1,130	665	877	2,076	2,007
December	1,688	1,447	676	788	2,364	2,235
October-December <sup>2/</sup>	4,331	3,405	2,191	2,914	6,522	6,319
January	2,092	1,551	745	951	2,837	2,502
February	2,382	1,907	802	888	3,184	2,795
March	2,579	2,019	915	813	3,494	2,832
October-March <sup>2/</sup>	12,027	9,369	4,871	5,808	16,898	15,177
April	2,122	1,684	811	669	2,933	2,353
May	1,561	1,317	767	728	2,328	2,045
June	826	625	842	902	1,668	1,527
October-June <sup>2/</sup>	16,858	13,204	7,431	8,317	24,289	21,521
July	442	278	989	830	1,431	1,108
August	237	233	986	761	1,223	994
September		193		627		820
Season <sup>2/</sup>		13,963		10,723		24,685

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (9) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1953-54 <sup>3</sup>	1952-53 <sup>3</sup>	1953-54 <sup>3</sup>	1952-53 <sup>3</sup>	1953-54 <sup>3</sup>	1952-53 <sup>3</sup>	1953-54 <sup>3</sup>	1952-53 <sup>3</sup>	1953-54 <sup>3</sup>	1952-53 <sup>3</sup>
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	274	219	54	56	64	41	67	44	395	319
November	213	193	47	48	39	28	41	30	301	241
December	232	199	43	41	25	19	26	21	301	261
October-December 3/	774	665	153	155	135	92	141	99	1,008	919
January	223	220	49	47	29	21	32	25	304	292
February	246	229	42	39	27	24	32	28	320	296
March	278	240	50	46	33	30	35	34	363	320
October-March 3/	1,591	1,412	308	300	231	172	248	193	2,147	1,905
April	321	254	60	43	55	41	61	47	442	344
May	352	322	67	60	124	90	135	98	554	480
June	706	575	119	140	346	283	378	301	1,203	1,016
October-June 3/	3,078	2,688	577	563	828	623	897	679	4,552	3,930
July	738	616	120	109	373	421	399	453	1,257	1,238
August	545	552	102	131	247	311	266	335	913	1,018
September		351		93		197		213		657
Season 3/		4,337		990		1,633		1,767		7,094

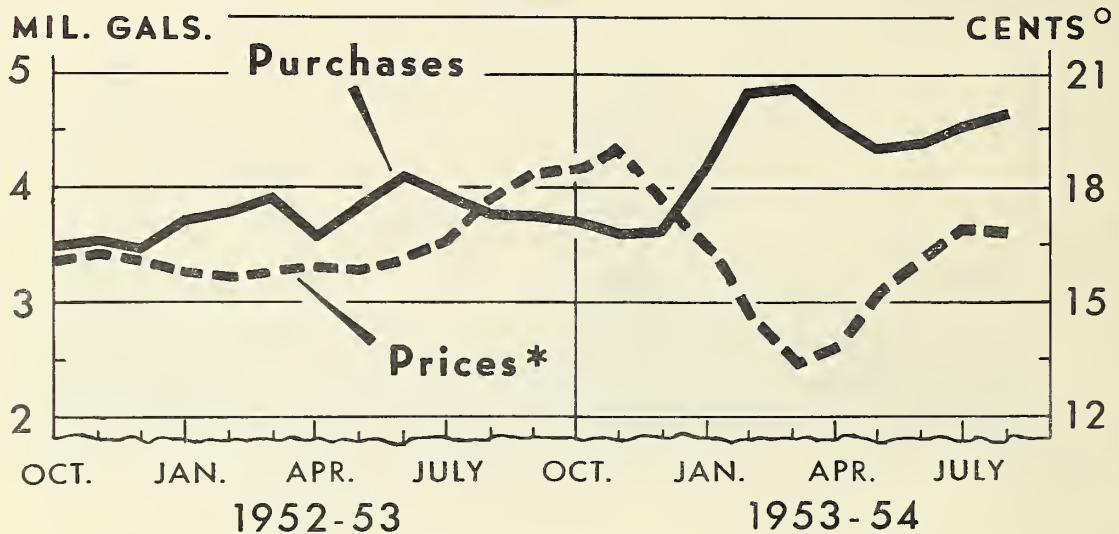
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (9) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

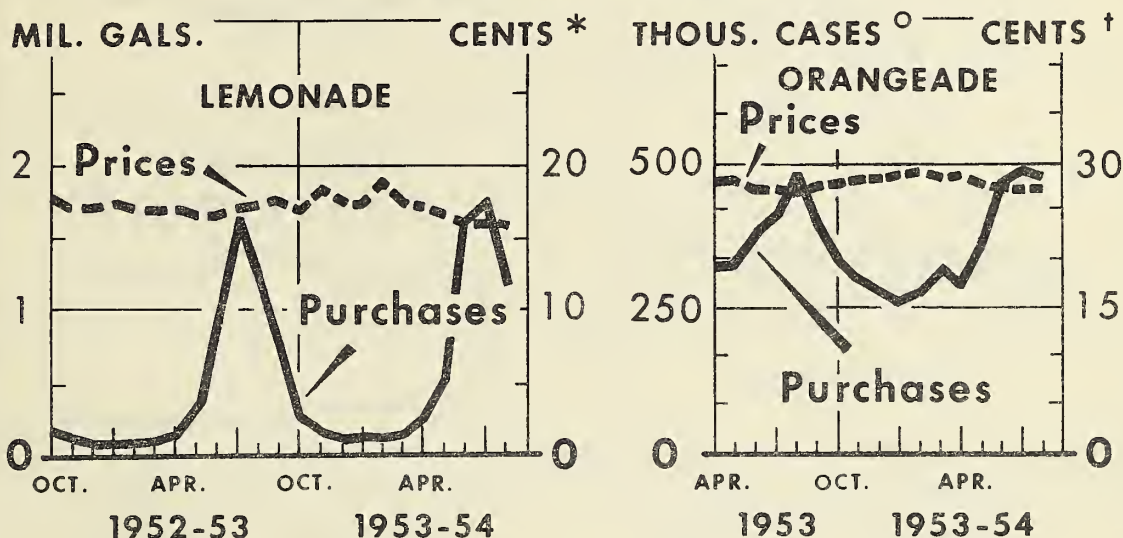
Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,688	3,476	18.6	16.1
November	3,584	3,528	19.1	16.3
December	3,629	3,445	17.7	16.1
October-December <sup>1/</sup>	11,718	11,242		
January	4,189	3,705	16.5	15.8
February	4,840	3,786	14.6	15.7
March	4,893	3,914	13.4	15.8
October-March <sup>1/</sup>	26,981	23,665		
April	4,570	3,559	13.8	16.0
May	4,339	3,830	15.1	15.9
June	4,407	4,098	16.2	16.1
October-June <sup>1/</sup>	41,393	36,031		
July	4,556	3,954	16.9	16.6
August	4,641	3,770	16.8	17.7
September		3,767		18.4
Season <sup>1/</sup>		48,479		

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA  
 \* CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54 (9) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	267	167	17.2	17.6	336	2/	28.1	2/
November	162	115	18.4	17.0	295	2/	28.2	2/
December	102	80	17.5	17.0	274	2/	28.3	2/
October-December 3/	559	379			966	737		
January	121	80	17.5	17.3	254	2/	28.8	2/
February	114	94	18.9	17.0	272	2/	29.0	2/
March	139	116	17.4	16.9	317	2/	28.7	2/
October-March 3/	956	689			1,922	2/		
April	230	159	17.3	17.1	285	319	28.8	28.0
May	514	350	16.5	16.7	350	321	27.7	28.2
June	1,638	1,096	16.2	16.7	464	372	27.4	27.3
October-June 3/	3,540	2,436			3,150	4/1,385		
July	1,769	1,630	15.9	17.0	488	406	27.2	27.3
August	1,172	1,204	15.7	17.3	478	481	27.2	26.9
September		763		17.6		390		27.8
Season 3/		6,353						

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Total for respective quarter rather than season-to-date.

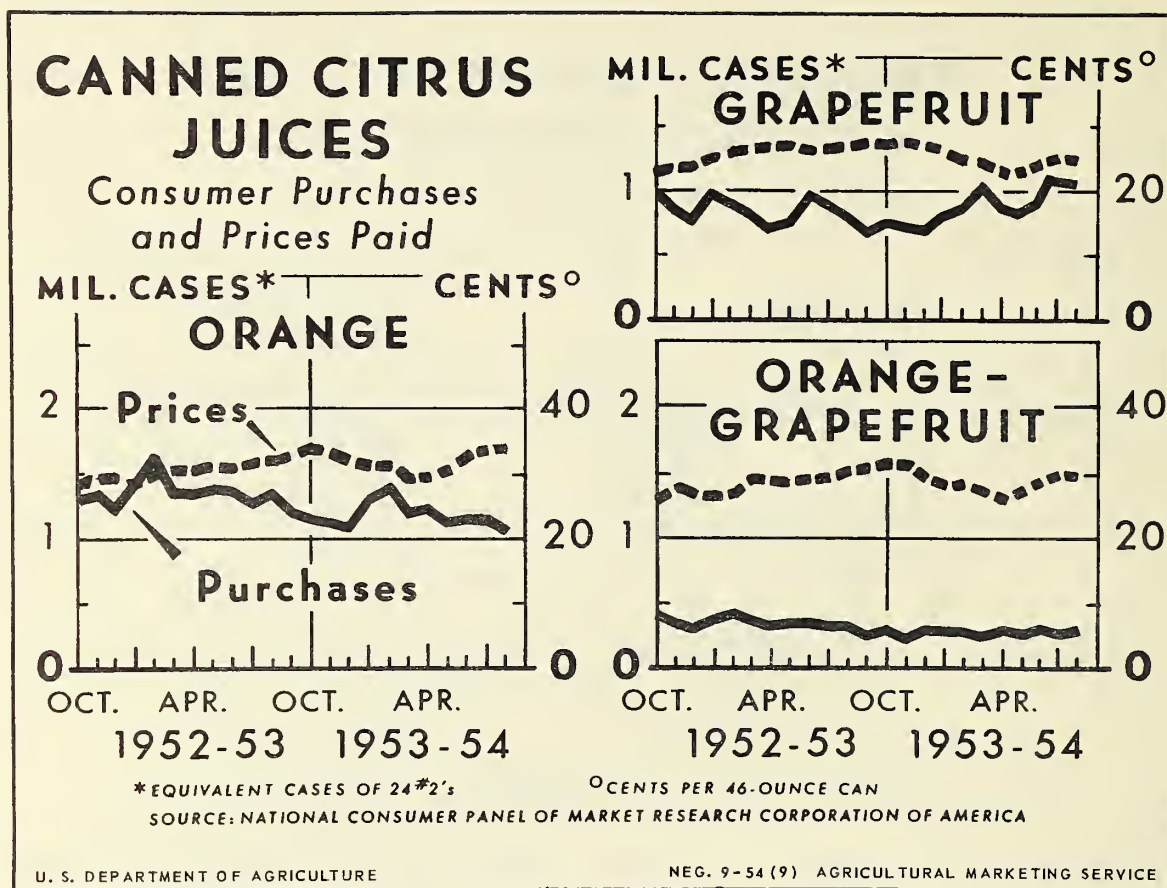


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

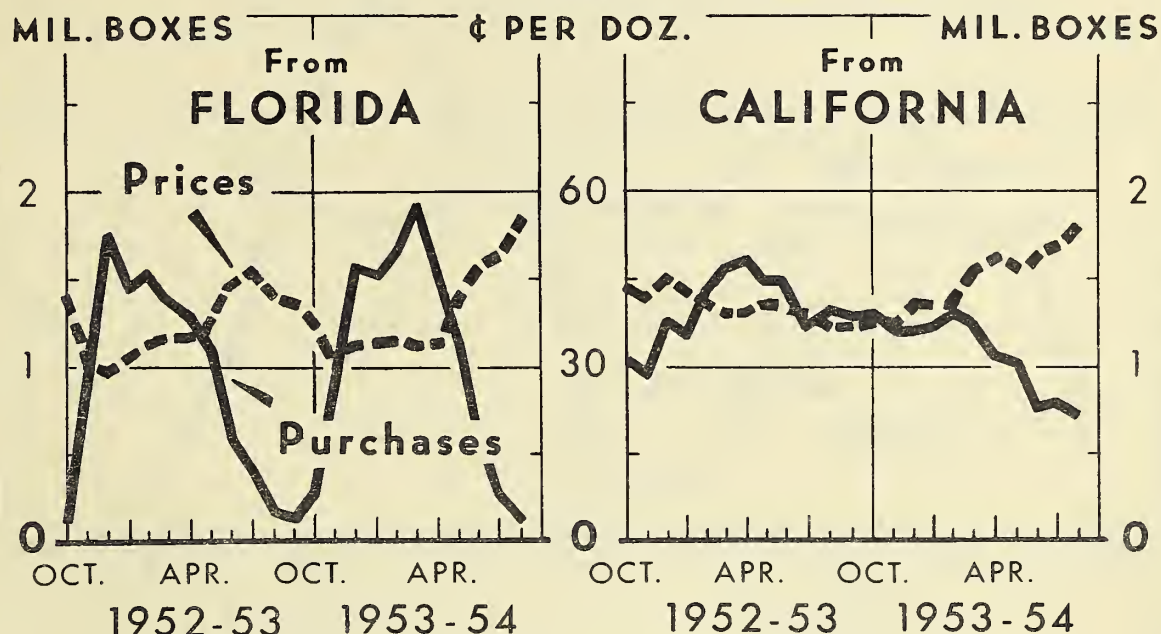
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,155	1,306	33.4	28.8	764	988	27.1	23.0	295	413	31.8	26.4
November	1,128	1,341	33.3	29.6	721	864	27.6	23.6	233	361	31.6	27.6
December	1,087	1,227	32.2	29.6	695	787	26.9	24.2	314	303	29.4	26.9
October-December 2/	3,618	4,114			2,323	2,846			914	1,159		
January	1,285	1,422	31.7	28.6	804	999	26.1	25.3	300	379	28.1	26.6
February	1,391	1,634	31.3	29.7	880	903	25.2	26.0	294	415	28.5	27.4
March	1,203	1,340	30.1	30.5	1,041	829	23.3	27.0	262	375	26.8	29.2
October-March 2/	7,832	8,943			5,306	5,783			1,852	2,423		
April	1,225	1,332	29.8	30.6	884	695	22.5	27.2	310	323	26.3	29.2
May	1,133	1,368	30.3	30.9	845	756	22.9	27.2	274	352	27.2	29.2
June	1,149	1,364	32.2	31.1	913	978	23.8	26.4	329	353	28.5	29.3
October-June 2/	11,667	13,322			8,119	8,395			2,825	3,543		
July	1,146	1,263	33.5	31.5	1,103	894	24.2	26.8	284	322	29.6	29.4
August	1,032	1,344	33.5	32.3	1,105	803	24.3	27.2	274	329	29.5	30.5
September		1,192		32.9		677		27.4		240		31.3
Season 2/		17,441				10,971				4,509		

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54 (9) AGRICULTURAL MARKETING SERVICE

Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	267	131	37.4	42.4	1,317	1,020	37.4	43.3
November	1,001	901	31.9	30.3	1,226	947	36.9	41.7
December	1,578	1,778	33.2	29.3	1,227	1,254	41.0	45.8
October-December <sup>1/</sup>	3,141 <sup>2/</sup>	3,145			3,999	3,374		
January	1,529	1,446	34.6	31.8	1,236	1,172	40.1	43.2
February	1,671	1,522	34.9	34.1	1,307	1,426	41.7	40.7
March	1,921	1,402	33.4	35.6	1,245	1,578	46.5	39.3
October-March <sup>1/</sup>	8,679 <sup>2/</sup>	7,848			8,128	7,906		
April	1,537	1,281	35.6	35.6	1,061	1,633	48.6	38.9
May	1,166	1,081	41.1	37.0	1,010	1,478	47.1	41.1
June	600	587	47.0	44.3	763	1,476	49.2	40.1
October-June <sup>1/</sup>	12,220 <sup>2/</sup>	11,018			11,167	12,824		
July	291	243	49.7	47.8	806	1,232	50.9	39.2
August	112	168	55.8	42.0	740	1,314	54.9	36.7
September		115		41.3		1,271		37.1
Season <sup>1/</sup>		11,587				16,991		

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>2/</sup> Revised.



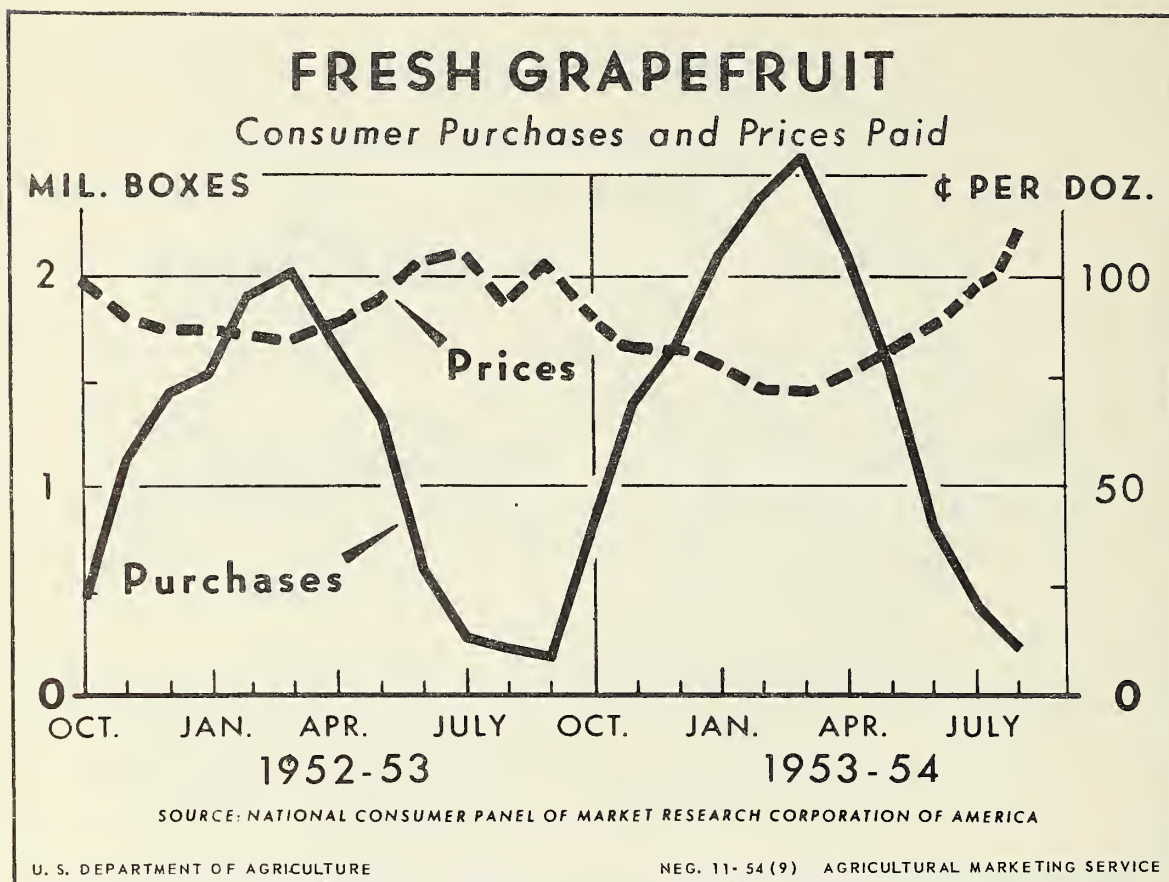


Figure 8

Fresh grapefruit: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	836	496	91.5	99.0
November	1,411	1,130	83.4	90.8
December	1,688	1,447	82.5	87.3
October-December 1/	4,331	3,405		
January	2,092	1,551	78.2	87.5
February	2,382	1,907	73.9	85.3
March	2,579	2,019	73.4	84.4
October-March 1/	12,027	9,369		
April	2,122	1,684	77.9	88.9
May	1,561	1,317	83.0	95.9
June	826	625	90.0	103.9
October-June 1/	16,858	13,204		
July	442	278	97.9	105.9
August	237	233	110.4	94.0
September		193		103.6
Season 1/		13,943		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



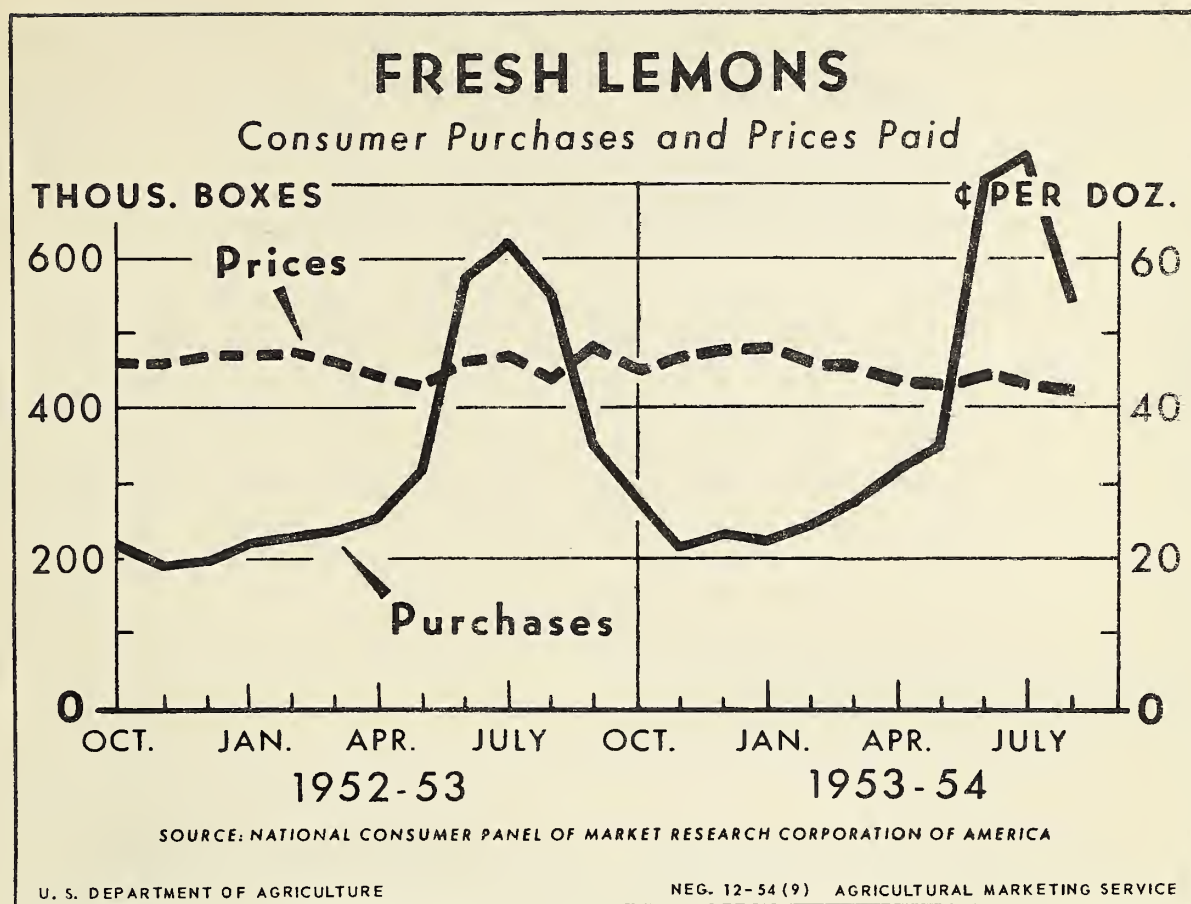


Figure 9

Fresh lemons: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	274	219	45.8	45.7
November	213	193	46.6	45.3
December	232	199	47.0	46.4
October-December 1/	774	665		
January	223	220	47.5	46.3
February	246	229	46.0	47.2
March	278	240	45.8	45.9
October-March 1/	1,591	1,412		
April	321	254	43.8	43.8
May	352	322	43.7	42.7
June	706	575	44.1	45.6
October-June 1/	3,078	2,688		
July	738	616	42.7	46.8
August	545	552	42.5	43.4
September		351		48.0
Season 1/		4,337		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, August 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.2	13.7	1,032	1,344	1.7	1.8	54.0	54.6	46	33.5	32.3
Grapefruit	9.8	8.8	1,105	803	1.6	1.6	65.1	58.8	46	24.3	27.2
Orange & gpft. blend	3.5	3.9	274	329	1.4	1.5	49.8	55.8	46	29.5	30.5
Lemon	4.5	5.4	93	106	1.3	1.3	14.3	15.7	5-1/2	13.6	12.1
Grape	4.4	6.1	188	265	1.3	1.3	30.3	30.2	24	35.0	33.8
Pineapple	11.9	14.7	1,019	1,192	1.6	1.5	50.3	51.7	46	31.2	30.4
Prune	6.7	6.1	472	427	1.8	1.7	35.1	36.0	32	33.6	33.1
Tomato	18.1	20.5	1,639	1,709	1.6	1.6	53.2	51.6	46	25.2	26.4
Total 2/	47.4	51.4	6,492	6,795	2.6	2.8	48.1	47.2			
Canned ades											
Orangeade	4.2	4.1	478	481	1.7	1.7	64.1	67.0	46	27.2	26.9

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, August 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.6	28.6	4,641	3,770	2.4	2.4	17.5	16.2	6	16.8	17.7
Grape	5.1	5.6	320	340	1.5	1.5	11.3	10.8	6	21.3	21.4
Other concentrates <u>1/</u>	<u>2/</u>	<u>2/</u>	282	213	<u>2/</u>	<u>2/</u>	13.9	11.5	6	16.6	17.0
Total	32.8	31.7	5,243	4,323	2.6	2.7	16.7	15.4			
Concentrated ades											
Frozen											
Orangeade	1.1	<u>3/</u>	77	<u>3/</u>	1.3	<u>3/</u>	14.6	<u>3/</u>	6	14.9	<u>3/</u>
Lemonade	12.8	13.3	1,172	1,204	1.6	1.7	16.1	14.5	6	15.7	17.3
Shelf pack											
Lemonade	1.3	1.5	89	93	1.3	1.2	14.2	12.6	6	15.4	14.9
Orangeade	2.3	3.3	211	352	1.6	1.6	17.0	15.5	6	16.7	15.8
Grape	1.0	<u>2/</u>	64	<u>2/</u>	1.3	<u>2/</u>	13.8	<u>2/</u>	6	14.9	<u>2/</u>

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

2/ Information not available.

3/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, August 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	16.6	24.7	740	1,314	2.0	2.1	10.9	13.5	54.9	36.7
Florida	2.5	3.1	112	168	1.7	1.7	10.8	13.5	55.8	42.0
Unidentified	4.6	6.7	131	186	1.4	1.5	10.4	12.1	50.3	38.9
Total 1/	21.4	28.6	998	1,673	2.0	2.2	10.8	13.3	54.1	37.4
Grapefruit										
California-Arizona	3.4	3.4	117	121	1.5	1.4	3.9	4.9	106.2	82.1
Florida	1.4	2/	55	2/	1.6	2/	3.9	2/	118.2	2/
Unidentified	2.2	2.2	64	56	1.4	1.4	3.5	3.6	113.9	111.4
Total 1/	6.2	6.1	237	233	1.7	1.5	3.8	4.5	110.4	94.0
Lemons	30.7	31.1	545	552	1.8	1.8	7.4	7.3	42.5	43.4
Total 3/	44.4	49.1	1,780	2,458	2.5	2.7	8.4	10.0	50.4	41.2

1/ Includes small purchases of Texas fruit.

2/ Too few purchases reported for analysis.

3/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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Revised Data on U. S. Consumer Purchases  
and Percentage of Families Buying Fruits and Juices--  
October 1952-June 1954

The following set of tables present the revised and corrected series of data on U. S. consumer purchases and percentage of families buying fruits and juices during the period October 1952-June 1954. These data include additional adjustments not included in the revised series published in the supplement of the July 1954 report. Therefore, this series of data replaces the figures published in that issue. These revised data are published in order to provide figures for preceding months that are on a comparable statistical basis to those now being reported from the enlarged nationwide consumer panel of approximately 5,800 families. Reports from this larger panel began in July 1954.

As described in the July 1954 report, the linking of the two series of consumer purchases data was accomplished by tabulating the reports of both consumer panels--the old and new--for a period of months to obtain the relationship between the level of purchases reported by each. Link ratios based on those relationships were obtained for each of the commodities reported by the panels and these ratios were used in adjusting the data for the earlier months. No attempt was made to adjust the prices-paid data or average size of purchases per buying family.

## REVISED DATA - TABLE A

Purchases of specified fresh citrus fruits, October 1952 through June 1954

Period	Oranges				Grapefruit				Lemons
	Total 1/	California- Arizona	Florida	Unidentified	Total 1/	California- Arizona	Florida	Unidentified	
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	
1952-53									
October	1,287	1,020	131	111	496	76	192	199	219
November	2,287	947	901	374	1,130	78	581	391	193
December	3,701	1,254	1,778	603	1,447	154	817	374	199
October-December 2/	7,222	3,374	3,145	1,232	3,405	344	1,761	1,070	665
January	3,220	1,172	1,446	528	1,551	168	887	371	220
February	3,610	1,426	1,522	554	1,907	224	1,071	469	229
March	3,468	1,578	1,402	419	2,019	278	1,175	451	240
October-March 2/	19,059	7,906	7,848	2,858	9,369	1,090	5,177	2,459	1,412
April	3,380	1,633	1,281	427	1,684	225	981	394	254
May	2,946	1,478	1,081	365	1,317	203	694	345	322
June	2,136	1,476	587	242	625	178	269	145	575
October-June 2/	28,352	12,824	11,018	3,963	13,204	1,718	7,229	3,407	2,688
July	1,656	1,232	243	156	278	122	69	77	616
August	1,673	1,314	163	186	233	121	48	56	552
September	1,543	1,271	115	144	193	89	32	68	351
Season 2/	33,655	16,991	11,587	4,485	13,943	2,072	7,382	3,619	4,337
1953-54									
October	1,825	1,317	267	208	836	113	357	320	274
November	2,626	1,226	1,001	332	1,411	114	749	469	213
December	3,459	1,227	1,578	550	1,668	168	972	440	232
October-December 2/	8,552	3,999	3,141	1,193	4,331	436	2,284	1,361	774
January	3,383	1,236	1,529	525	2,092	220	1,155	570	223
February	3,702	1,307	1,671	630	2,382	249	1,289	668	246
March	3,808	1,285	1,921	584	2,579	274	1,517	629	278
October-March 2/	20,371	8,128	8,679	3,084	12,027	1,258	6,596	3,399	1,591
April	3,096	1,061	1,537	453	2,122	272	1,233	522	321
May	2,585	1,010	1,166	379	1,561	202	834	472	352
June	1,632	763	600	259	826	143	379	280	706
October-June 2/	28,215	11,167	12,220	4,256	16,858	1,925	9,205	4,772	3,078

1/ Includes small purchases of Texas fruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

National Consumer Panel of Market Research Corporation of America.

## REVISED DATA - TABLE B

Purchases of specified canned juice, October 1952 through June 1954

Period	Orange	Grapefruit	Orange- grapefruit blend	Lemon	Grape	Pineapple	Prune	Tomato	Total all juices 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1952-53									
October	1,306	988	413	46	180	1,386	451	1,495	6,901
November	1,341	864	361	41	190	1,279	403	1,666	6,832
December	1,227	737	303	35	171	1,197	378	1,554	6,271
October-December 2/	4,144	2,846	1,159	131	583	4,122	1,329	5,095	21,588
January	1,422	999	379	40	217	1,360	386	1,741	7,223
February	1,634	903	415	32	209	1,550	446	1,763	7,707
March	1,340	829	375	38	225	1,289	458	1,849	7,178
October-March 3/	8,943	5,783	2,423	251	1,277	8,628	2,736	10,894	45,494
April	1,332	695	323	35	244	1,245	495	1,877	6,975
May	1,368	756	352	49	251	1,233	426	1,964	7,097
June	1,364	978	353	112	284	1,319	439	2,001	7,564
October-June 2/	13,322	8,395	3,543	462	2,110	12,726	4,177	17,170	68,789
July	1,263	894	322	140	287	1,287	406	1,834	7,071
August	1,344	803	329	106	265	1,192	427	1,709	6,795
September	1,192	677	240	74	244	1,281	461	1,557	6,296
October-September 2/	17,441	10,971	4,509	806	2,978	16,772	5,570	22,665	90,577
1953-54									
October	1,155	764	295	45	218	1,323	530	1,904	6,824
November	1,128	721	233	39	181	1,195	494	1,845	6,475
December	1,087	695	314	37	210	1,121	443	1,775	6,328
October-December 2/	3,618	2,323	914	130	652	3,387	1,603	5,945	21,101
January	1,285	804	300	40	188	1,214	534	2,050	7,074
February	1,391	880	294	36	175	1,128	502	2,098	7,188
March	1,203	1,041	262	43	205	1,139	541	1,896	7,058
October-March 3/	7,832	5,306	1,952	263	1,267	7,622	3,297	12,522	44,255
April	1,225	884	310	50	213	1,009	504	2,024	6,904
May	1,133	845	274	57	222	988	447	1,937	6,596
June	1,149	913	329	111	302	1,124	410	2,029	7,046
October-June 2/	11,667	8,119	2,825	499	2,072	11,007	4,766	19,001	66,467

1/ Includes other canned single-strength juices.

2/ Equivalent cases of 24 No. 2 cans-432 ounces per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE C

Percentage of all families buying specified fresh citrus fruits, October 1952 through June 1954

Period	Oranges				Grapefruit				Lemons
	Total 1/	California- Arizona	Florida	Unidentified	Total 1/	California- Arizona	Florida	Unidentified	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1952-53									
October	26.2	19.3	3.5	6.6	14.3	2.4	5.6	7.3	17.2
November	38.7	16.7	17.3	11.8	23.3	2.5	11.6	10.3	15.7
December	53.1	22.9	24.9	14.1	25.0	3.3	13.6	8.9	17.4
January	46.7	22.7	20.4	12.8	25.9	3.2	14.4	8.8	17.1
February	49.5	23.1	21.7	14.4	29.0	4.1	16.0	10.3	18.2
March	49.0	25.5	20.2	11.9	29.7	4.8	16.4	10.2	19.2
April	45.6	25.5	18.3	11.0	25.7	3.9	14.2	9.3	19.9
May	43.6	25.2	15.6	10.1	21.8	3.9	11.7	7.9	22.7
June	37.7	26.0	10.1	8.6	13.8	4.5	5.5	4.9	32.3
July	30.2	24.2	4.6	6.3	6.8	3.2	1.7	2.7	33.4
August	28.6	24.7	3.1	6.7	6.1	3.4	2/	2.2	31.1
September	26.9	23.4	2.5	5.5	6.1	2.5	1.4	2.8	25.3
1953-54									
October	31.8	24.0	7.0	7.6	20.4	2.8	9.1	9.8	19.7
November	40.2	22.4	17.5	9.0	27.9	2.9	14.4	11.8	17.2
December	49.4	24.9	21.9	13.1	29.0	3.3	15.6	10.3	18.5
January	47.4	24.3	20.7	13.9	31.6	3.7	16.9	11.8	18.9
February	49.6	24.2	22.9	15.2	35.2	3.9	19.4	12.6	19.9
March	49.2	23.3	24.5	13.0	36.6	4.5	21.2	12.3	22.9
April	44.0	22.0	21.2	10.3	31.8	4.0	18.5	10.6	24.0
May	39.4	21.7	16.8	9.6	26.5	3.4	14.3	9.6	23.7
June	30.1	18.7	10.5	7.1	16.4	3.4	7.7	6.4	36.2

1/ Includes those families purchasing Texas fruit.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE D

Percentage of all families buying specified canned single-strength juices, October 1952 through June 1954

Period	Orange	Grapefruit	Orange- grapefruit blend	Lemon	Grape	Pineapple	Prune	Tomato	Total all juices 1/
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1952-53									
October	13.5	9.1	4.4	2.4	4.3	15.6	6.3	18.2	49.3
November	13.6	9.2	4.2	2.3	4.7	15.1	6.0	19.2	50.5
December	12.6	8.2	3.6	2.3	4.4	13.7	5.8	18.0	47.7
January	13.9	9.5	4.2	2.5	5.2	14.9	5.6	20.7	50.9
February	15.4	8.8	4.1	2.2	5.0	16.2	6.4	21.2	52.7
March	13.3	8.6	4.2	2.2	5.3	14.2	6.3	21.7	50.9
April	12.9	7.4	3.4	2.1	5.6	14.7	6.5	21.2	50.5
May	13.6	8.0	3.9	2.6	5.7	14.9	5.7	21.3	50.9
June	13.6	9.1	4.0	6.2	6.8	15.6	5.9	21.5	54.2
July	13.1	9.0	3.6	6.5	7.3	14.9	5.3	20.0	52.0
August	13.7	8.8	3.9	5.4	6.1	14.7	6.1	20.5	51.4
September	11.5	8.2	3.2	4.3	5.4	15.1	6.5	18.1	49.4
1953-54									
October	11.2	8.8	3.9	2.5	4.6	15.5	7.3	20.1	48.8
November	11.8	8.1	3.3	2.3	3.9	14.5	7.0	20.5	49.6
December	11.1	7.6	3.5	2.4	5.0	13.6	6.7	20.1	48.9
January	11.8	8.6	3.9	2.4	4.0	14.7	7.2	23.1	50.9
February	12.6	8.6	3.4	2.4	4.2	13.6	7.1	22.1	50.6
March	11.9	9.2	3.2	2.4	5.0	14.2	7.5	21.2	50.1
April	11.4	8.7	3.5	2.8	4.5	12.5	7.0	21.7	49.5
May	11.0	8.1	3.2	3.3	5.5	11.8	6.3	20.8	48.3
June	11.4	8.8	3.9	5.7	6.7	13.6	6.3	20.4	51.9

1/ Includes other canned single-strength juices.

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## REVISED DATA - TABLE E

Purchases of frozen concentrated juices and ades, October 1952 through June 1954

Period	Frozen concentrated juices			Frozen concentrated lemonade	Shelf-pack orangeade	Single-strength orangeade
	Orange	Grape	Total frozen 1/			
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 2/
1952-53						
October	3,476	148	3,793	167	3/	3/
November	3,528	140	3,868	115	3/	3/
December	3,445	152	3,793	80	3/	3/
October-December 4/	11,242	464	12,324	379	739	737
January	3,705	173	4,159	80	3/	3/
February	3,786	183	4,138	94	3/	3/
March	3,914	250	4,371	116	3/	3/
October-March 4/	23,665	1,118	26,029	689	3/	3/
April	3,559	193	3,915	159	257	319
May	3,830	219	4,272	350	229	321
June	4,098	292	4,597	1,096	328	372
October-June 4/	36,031	1,876	39,791	2,436	5,790	5,109
July	3,954	329	4,509	1,630	302	406
August	3,770	340	4,323	1,204	352	481
September	3,767	341	4,327	763	243	390
October-September 4/	48,479	2,961	54,050	6,353	5,978	5,135
1953-54						
October	3,688	242	4,161	267	146	336
November	3,584	252	4,054	162	100	295
December	3,629	239	4,074	102	88	274
October-December 4/	11,718	795	13,216	559	361	966
January	4,189	261	4,663	121	137	254
February	4,840	232	5,292	114	193	272
March	4,893	292	5,391	139	142	317
October-March 4/	26,981	1,635	30,015	956	884	1,922
April	4,570	309	5,081	230	147	285
May	4,339	323	4,863	514	200	350
June	4,407	333	4,987	1,638	268	464
October-June 4/	41,393	2,692	46,185	3,540	1,544	3,150

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

2/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

3/ Data not available.

4/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Total for respective quarter rather than season-to-date.

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## REVISED DATA - TABLE F

Percentage of all families buying specified frozen concentrated juices and ades, October 1952 through June 1954

Period	Frozen concentrated juices			Frozen concentrated lemonade	Shelf-pack orangeade	Single-strength orangeade
	Orange	Grape	Total frozen 1/			
	Percent	Percent	Percent	Percent	Percent	Percent
1952-53						
October	24.8	2.6	26.9	2.4	2/	2/
November	24.6	2.6	26.6	1.9	2/	2/
December	24.2	2.8	26.1	1.3	2/	2/
January	24.7	3.2	26.9	1.4	2/	2/
February	25.5	3.3	27.7	1.6	2/	2/
March	25.8	3.7	28.1	1.6	2/	2/
April	24.6	3.4	27.0	2.1	2.3	2.6
May	25.2	3.8	27.7	5.0	2.5	3.2
June	27.4	4.6	30.2	12.2	3.7	3.5
July	28.5	5.6	31.6	16.2	3.9	3.8
August	28.6	5.6	31.7	13.3	3.3	4.1
September	27.7	5.5	30.9	10.4	2.8	3.4
1953-54						
October	26.4	4.3	29.5	4.1	1.6	2.7
November	25.9	4.0	28.9	2.5	1.0	2.6
December	25.9	3.9	28.8	1.7	1.1	2.4
January	26.4	3.9	28.9	1.9	1.4	2.4
February	29.0	3.9	31.8	1.9	1.7	2.4
March	29.4	4.1	31.7	2.2	1.2	2.5
April	29.0	4.6	31.5	3.6	1.7	2.5
May	27.3	5.1	30.3	6.6	2.1	3.1
June	29.5	5.7	33.0	16.6	3.1	4.0

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

2/ Data not available.

National Consumer Panel of Market Research Corporation of America.





